

04/17/95

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BROWN & WILLIAMSON
TOBACCO CORPORATIONO.L. Akshon
44457*Down for Meeting
Discussion Done**CC - TOM HARTMAN*

Dear Retailer,

We at Brown & Williamson Tobacco would like to thank each of you for a successful promotional year in 1994. With our acquisition of American Tobacco our efforts concentrated on cleaning up all marginal selling brands. Now that this process is almost complete, our direction is focused on promotional activities for KOOL, CARLTON, CAPRI, GPC, MISTY, and MONTCLAIR.

For those stores participating in our buydown program, this is to inform you that as of May 1, 1995:

ALL BUYDOWN PROGRAMS WILL BE \$1.50 PER CARTON

paid off invoice. This will apply to discounts to GPC, Misty and Montclair. All sales representatives are instructed to begin immediately making this change at store level. Please sell through current inventories then make retail adjustments if necessary.

Our goal for 1995 is building a partnership with each retailer, satisfying each customer, and increasing profits by offering the highest quality products and service that Brown & Williamson has to offer.

THANK YOU
BROWN & WILLIAMSON TOBACCO

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BROWN & WILLIAMSON TOWER, P.O. BOX 35000, LOUISVILLE, KY 40231 (502) 266-7000

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